

NASA Announcement: Seeking Collaborators to Assist NASA in Inspiring a New Generation of Scientists, Engineers, Explorers, Educators and Innovators

Revised June 27, 2012 to Reflect New Response Date

STATUS REPORT

Date Released:

Source: [NASA HQ](#)

Synopsis -

General Information

Solicitation Number: NNH11ZHA0050

Posted Date: April 19, 2011

FedBizOpps Posted Date: April 19, 2011

Original Response Date: December 31, 2011

Current Response Date: November 30, 2012

Classification Code: 99 -- Miscellaneous

NAICS Code: 611710 - Educational Support Services

The NASA Vision

*To reach for new heights and reveal the unknown
so that what we do and learn will benefit all humankind.*

Statement of Purpose

The National Aeronautics and Space Administration (NASA) seeks unfunded collaborations with organizations to enhance its ability to achieve its strategic goals, outcomes and objectives as they relate to education:

Strategic Goal 5: Enable program and institutional capabilities to conduct NASA's aeronautics and space activities.

Outcome 5.1: Identify, cultivate, and sustain a diverse workforce and inclusive work environment that is needed to conduct NASA missions.

Objective 5.1.2: Provide opportunities and support systems that recruit, retain, and develop undergraduate and graduate students in science, technology, engineering and mathematics (STEM)-related disciplines.

Strategic Goal 6: Share NASA with the public, educators, and students to provide opportunities to participate in our Mission, foster innovation, and contribute to a strong national economy.

Outcome 6.1: Improve retention of students in science, technology, engineering, and mathematics (STEM) disciplines by providing opportunities and activities along the full length of the education pipeline.

Objective 6.1.1: Provide quality STEM curricular support resources and materials.

Objective 6.1.2: Provide NASA experiences that inspire student interest and achievement in STEM disciplines.

Outcome 6.2: Promote STEM literacy through strategic partnerships with formal and informal organizations.

Objective 6.2.1: Develop NASA's leadership role in national STEM improvement efforts, as demonstrated by provision of meaningful educator professional development and student experiences, adoption of education technologies and contributions to STEM education policies and strategies.

Outcome 6.3: Engage the public in NASA's missions by providing new pathways for participation.

Objective 6.3.1: Extend the reach of participatory engagement across NASA.

Outcome 6.4: Inform, engage, and inspire the public by sharing NASA's missions, challenges, and results.

Objective 6.4.1: Use strategic partnerships with formal and informal educational organizations to provide NASA content to promote interest in STEM.

Objective 6.4.2: Provide clear, accurate, timely, and consistent information that is readily available and suitable for a diverse audience.

The [2011 NASA Strategic Plan](#) (see **References** below) further articulates these strategic goals. NASA strongly encourages interested parties to review this plan before responding to this Announcement.

This Announcement requests information from organizations interested in collaborating with NASA in reaching new or broader audiences across a national scale. NASA seeks responses from creative organizations with wide-ranging areas of expertise.

Background

NASA drives advances in science, technology, and exploration to enhance knowledge, education, innovation, economic vitality, and stewardship of Earth. NASA's unique space-based mission provides stimulating opportunities for inspiring students of all ages to engage in STEM education.

In October 2010, NASA convened a three-day innovation summit to discuss how partnerships could dramatically increase student inspiration and catalyze change in STEM education. The summit brought together education, industry, non-profit, and government leaders who share a commitment to improving our Nation's STEM education. Participants brought expertise in teaching, media, technology, gaming, video production, fitness, career education, creating interactive experiences, and much more. This diverse group reconfirmed the need to work with nontraditional partners to transform STEM education. Summit participants gave a unified commitment to cross boundaries and work together. Participants issued a call to action to leverage one another's expertise, resources, unique brands, and abilities to engage diverse audiences to improve STEM education. Through this Announcement, NASA is taking the next steps in this direction.

Eligibility

All categories of domestic entities, including U.S. Federal government agencies, are eligible to respond to this Announcement.

Evaluation Criteria

NASA will select proposals based on the following evaluation criteria:

- The mission, vision, and/or values of the responding organization complement NASA's mission and vision.
- The collaboration will enhance NASA's ability to reach new or broader audiences across a national scale.
- The collaboration will help NASA achieve one or more of the NASA strategic goals for education identified above, and described in further detail in the 2011 NASA Strategic Plan.
- The level of NASA resources requested for the collaboration is commensurate with the level of value and benefits offered to NASA.
- The responding organization demonstrates sufficient experience to accomplish proposed activities during stated timeline.
- The responding organization demonstrates sufficient financial resources to carry out project.
- Proposal includes metrics for measuring success of proposed activity(ies).

Submission Details

Responses should not include any proprietary information.

NASA will share submissions with NASA employees and NASA contractors for review purposes for NASA education and other related programs.

Responses should be no more than six pages in length. Responses must be submitted in Portable Document Format (PDF) format via email to NASAEdPartners@nasa.gov.

The first page should include:

- Title of the proposed activity(ies);
- Abstract for proposed activity(ies); and
- Pertinent management and contact information for respondent organization, including names, mailing addresses, phone numbers, and email addresses.

The remaining five pages should include:

- Title of proposed activity(ies);
- Description of proposed activity (ies);
- Summary of how the mission, vision, and/or values of the responding organization complements NASA's mission and vision;
- Summary of how the collaboration will enhance NASA's ability to reach new or broader audiences across a national scale.
- Explanation of how the proposed activity(ies) will help NASA achieve one or

- more of its education goals;
- Description of NASA assets and resources—such as people, content, and facilities—requested for proposed activity(ies);
- Description of collaborator assets and resources—such as people, content, and facilities—for proposed activity(ies);
- Timeline, including performance milestones, for the proposed activity(ies);
- Summary of the respondent's ability to provide support for the proposed activity(ies), including a demonstration that the respondent has sufficient experience and financial resources to successfully achieve proposed activity(ies) within stated timeline; and
- Suggested methods and criteria for measuring the success of the proposed activity(ies).

NASA does not have other specific format requirements.

Response Date

This Announcement is currently open and will remain open through November 30, 2012. NASA will review proposals beginning July 1, 2012 and thereafter beginning the first of each month. Responses received after a review cycle begins will be reviewed during the next review cycle. The final review cycle will begin on December 3, 2012.

Respondents will be sent an acknowledgement upon receipt of their materials. NASA anticipates informing respondents of the outcome of their submission within eight weeks of the initiation of the review cycle.

General Information

The intent of this Announcement is to establish one or more non-reimbursable (no exchange of funds) Space Act Agreements (see **Definitions** below), which will define the full roles and responsibilities of NASA and the responding organization. To the extent that NASA does enter into agreement with any respondents, it will do so consistent with its authority under the Space Act (51 U.S.C. §§ 20101-164).

This Announcement does not constitute an obligation for NASA to begin negotiations or enter into agreements with any respondents to carry out this activity. NASA reserves the right to select all, some, or none of the proposals for negotiations. No funding will be provided to support respondents' efforts in responding to this Announcement.

NASA reserves the right to amend or withdraw this Announcement at any time.

Comments and Questions:

To send a comment or ask a question about this Announcement, please send an email to: NASAEdPartners@nasa.gov.

Point of Contact:

Sheree Stovall-Alexander

Senior Advisor, Education and STEM Engagement

Office of Education

202-358-0103

NASAEdPartners@nasa.gov

Definitions

Space Act Agreement (SAA): An agreement between NASA and one or more Agreement Partners entered into under NASA's "other transaction" authority in the Space Act (51 U.S.C. § 20113(e)). Each SAA establishes a set of legally enforceable promises between NASA and the Agreement Partner(s). SAAs constitute Agency commitments of resources to accomplish stated objectives of a joint undertaking with an Agreement Partner.

Nonreimbursable Space Act Agreement: Nonreimbursable SAAs "involve NASA and one or more Agreement Partners in a mutually beneficial activity that furthers the Agency's mission, wherein each party bears the cost of its participation, and there is no exchange of funds between the parties." NASA Policy Directive 1050.1I, "Authority to Enter into Space Act Agreements," paragraph 1.b.

Space Act Authority to enter into a SAA: The National Aeronautics and Space Act (herein, the Space Act) (51 U.S.C. §§ 20101-164), authorizes NASA "to enter into and perform such contracts, leases, cooperative agreements, or other transactions as may be necessary in the conduct of its work and on such terms as it may deem appropriate, with any agency or instrumentality of the United States, or with any State, territory, or possession, or with any political subdivision thereof, or with any person, firm, association, corporation, or educational institution." 51 U.S.C. § 20113(e).

References

NASA

<http://www.nasa.gov>

2011 NASA Strategic Plan

http://www.nasa.gov/pdf/516579main_NASA2011StrategicPlan.pdf

NASA Education

<http://www.nasa.gov/offices/education/about/index.html>

NASA Policy Directive 1050.1I Authority to Enter into Space Act Agreements

<http://nodis3.gsfc.nasa.gov/displayDir.cfm?t=NPD&c=1050&s=1I>

NASA Space Acts Agreement Guide

http://nodis3.gsfc.nasa.gov/NPD_attachments/NAII_1050_1B.pdf